

Shake That Weight .co.uk

YOUR NEW LIFE BEGINS TODAY



facebook.com/shakethatweightdiet/

**Thank you for choosing Shake That Weight
for your weight loss journey.**

We are confident that you will be happy with both the quality of our products and your weight loss results.

We understand that support is of importance to you and would love you to come and join us on our Facebook Shake That Weight support group. Here you will find lots of our genuine customers who are using or have used the diet. If you are looking for support, advice, encouragement or maybe just a Diet buddy, here is the link

www.facebook.com/groups/shakethatweight/

Hope to see you there soon!

Register today!



Just visit:

www.shakethatweight.co.uk/my-account/

Enter a few simple details to have full access to your free weight-loss tracker and photo journal.

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VLCD = Very Low Calorie Diet TFRD = Total Food Replacement Diet

NOTE: NICE (National Institute for Health and Care Excellence) guidelines recommend that VLCDs (consuming less than 800 calories per day) should only be used for a maximum of 12 continuous weeks and then you should take a break.

Each person's calorific intake requirement will vary according to their lifestyle and general wellbeing. It is important that you check with your doctor or health professional to ensure you maintain a healthy calorific balance.

Any diet consuming less than 800 calories per day should not be undertaken without medical supervision.

Before starting any of the diet plans you should:

1. Have a BMI more than 25
2. Have no medical conditions
3. Check with your doctor to check the plan is right for you
4. Get your blood pressure checked

*None of the diet plans/products are suitable for children under 16 or pregnant or breastfeeding mothers.

Benefits of joining Shake That Weight

Obviously the main benefit of joining Shake That Weight is that you get to lose weight and lead a healthier lifestyle while eating and drinking great tasting products, but there are also a number of additional benefits...

WEIGHT TRACKER

With our weight tracker, you can chart the weight as it drops off, so you can easily see the amazing progress you're making, spurring you on to reach your weight loss goals.

MEASUREMENT TRACKER

It's not just about how much weight you lose; it's about inches too. With the measurement tracker, you can jot down just how much you've managed to trim off your thighs, tummy, bum, or anywhere else. There's no better motivation than being able to squeeze into that little black dress or your favourite jeans!

PHOTO JOURNAL

They say a picture tells a thousand words, and that's very much the case with our photo journal, which allows you to upload your photos, showcasing just how much weight you've lost. If you're ever feeling in a slump, just take a look at the photos, see how much you've lost, and motivate yourself to carry on.

All available at shakethatweight.co.uk/my-account

FACEBOOK SUPPORT GROUP

One of the best things about joining Shake That Weight is the amazing community that has developed, the centre of which is our Facebook support group. You can go there for inspiration, motivation from others when it's getting tough, to ask questions, or to help inspire others with your weight loss successes. We're a friendly bunch and hope to chat with you soon!

Join our group at: www.facebook.com/groups/shakethatweight/

SAVE MORE DISCOUNT

Across many of the products we offer a fantastic Save More discount to help you get even better value for money, and keep more cash in your pockets.

The products are mix and match too, so you can buy a variety of delicious Shake That Weight meals and bars and still take advantage of the discount across all products in the offer.

Check out all our discounts and special offers at www.shakethatweight.co.uk/discounts

Simply look for the pricing table applicable to your product, once you go over that quantity of Save more products each item is reduced to the price shown in the table.

SHAKES, NOODLE, SOUPS, PORRIDGE

BUY MORE - SAVE MORE		
QTY IN CART	PER ITEM	DISCOUNTS
84	£1.12	£10.92
126	£1.08	£21.42
168	£1.05	£33.60
210	£0.99	£54.60

You can mix items – QTY is the total of **ALL** 'buy more save more items'.

BARIS

BUY MORE - SAVE MORE		
QTY IN CART	PER ITEM	DISCOUNTS
84	£1.44	£10.92
126	£1.40	£21.42
168	£1.37	£33.60
210	£1.31	£54.60

You can mix items – QTY is the total of **ALL** 'buy more save more items'.

THE PRODUCTS

All Shake That Weight products are made for us by one of the leading manufacturers and suppliers of nutritional supplements in the world and have been produced to meet UK & EU food standards and NICE guidelines on VLCD.

Each delicious Shake That Weight meal replacement provides a nutritious balanced blend of high quality proteins, fats, carbohydrates, soluble fibre, vitamins and minerals.

SHAKES

Shakes are the cornerstone of Shake That Weight and have successfully helped many people slim down to a healthier weight.

The shakes contain approx. 135 calories when mixed with water or 218 calories with skimmed milk (can vary slightly by flavour). They are a low fat, low carb, high protein meal replacement with added vitamins, minerals and fibre. Our shakes contain less fat and sugars from carbs than many other diet shakes and still taste delicious!



MIXING INSTRUCTIONS

1. Pour 250ml of cold water into a glass or shaker
2. Add the contents of the sachet
3. Shake or whisk vigorously until fully dissolved
4. Drink within 15 minutes of preparation

*Manufactured on equipment that processes gluten, celery, sulfites and eggs.

Why not try your shake hot!
Simply mix with cold water and microwave.

Do not boil.

SOUPS

For a healthy and tasty meal, Shake That Weight soups are ideal. They contain approx. 135 calories and are nutritionally similar to our shakes, so they can easily replace a shake in your diet plan.



MIXING INSTRUCTIONS

1. Put 160ml - 170ml of hot but not boiling water in a bowl or mug.
2. Add the contents of the sachets slowly and stir until fully dissolved.
3. Leave to stand for a few minutes.

TIP: We add no MSG or artificial flavourings. For a stronger flavour season to personal taste with salt and pepper or add a small amount of a stock cube/stock powder. They can also be spiced up with a little chilli powder, paprika or by adding a few dried herbs. The choice is yours!

NOODLES

For a healthy, low calorie meal, Shake That Weight noodles are a delicious option. Quick and easy to make, our noodles are perfect for lunch or an evening meal as part of any of our diet plans.

Available in three sumptuous flavours, our noodles are nutritionally balanced and packed full of vitamins and minerals to ensure you get everything your body needs and also helps you stay fuller for longer, reducing the temptation to snack.



Available flavours

- Blazing Beef Chilli **166 cals**
- Simple Chicken & Veg **169 cals**
- Cheeky Chicken Curry **171 cals**

Note: Noodles are slightly higher calories but when used to replace 1 or two meals per day will not affect weight loss.

MIXING INSTRUCTIONS

1. Empty content of one packet into a microwaveable bowl.
2. Add 130ml of hot (not boiling) water and stir well until fully dissolved.
3. Microwave on high (800W) for 1 minute, stir, and microwave for another minute.
4. Leave to stand for 1 minute. Season to taste and enjoy!

*Manufactured on equipment that processes gluten, celery, sulfites and eggs.

OATMEAL PORRIDGE

Shake That Weight porridge is a delicious and nutritious start to the day! Each sachet contains approx. 147 cal when mixed with water or 201 cal when made with skimmed milk. These few extra calories should be calculated in your daily allowance.

TIP: Ketogenic dieters can substitute milk for unsweetened soya milk

MIXING INSTRUCTIONS

1. Pour 150ml of cold water/milk into a microwave safe container
2. Slowly pour and stir in the contents of the sachet
3. Cook on medium heat for 1 minute
4. Stir then cook for a further 1 – 1.30 minutes
5. Allow to stand to cool slightly & enjoy!

The porridge may need to be cooked for up to an extra minute until it thickens, as the cooking times are dependent on the power of your microwave.



BARS

Shake That Weight bars are meal replacements with added vitamins and minerals and, depending on your diet plan, can be used to replace one of your meals or just as a cheeky snack! Try cutting one up into small pieces as treats. Just remember to keep a check on your total calorie intake. You should consume no more than 2 per day or a maximum of 1 per day for ketogenic dieters. Calorie intake varies between 130-146 cal depending on flavour.

AVAILABLE FLAVOURS

- **Milk Chocolate** - 130 cal
- **Honey Nougat** - 130 cal
- **Muesli (white chocolate coating)** - 146 cal
- **Dark Chocolate** - 130 cal
- **Maple Fruits & Almond (dark chocolate coating)** - 135 cal **Gluten Free***
- **Lemon Yoghurt** - 130 cal



WATER FLAVOURINGS

Drinking plenty of water is an essential part of any weight loss plan, but it can sometimes be a bit boring. Add a bit of zing to your daily water intake with our delicious water flavourings, available in blackcurrant and lemon & orange, and only 9 calories per serving!

As well as tasting great, Shake That Weight water flavourings are low in sugar and supplemented with fibre, which can help those on a Total Food Replacement plan. If you're in ketosis, you'll be glad to know that the flavourings contain no citric acid.

MIXING INSTRUCTIONS

1. Add 1 level teaspoon (5g) to 500ml of fresh water and stir well. Each tub contains 20 servings

*Manufactured on equipment that processes gluten, celery, sulfites and eggs.



Gluten Free*

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READY MEALS

Forget everything you think you know about ready meals! Shake That Weight's delicious high protein, very low carbohydrate ready meals come in a variety of sumptuous flavours that taste just as good as a home cooked meal.

Granted, they're a little more expensive than some of our other products, but they're much more like a traditional meal, and can be eaten once a day on ALL of our diet plans.

All of our ready meals can be ready in just a couple of minutes, and you can even add a little extra fresh veg to bulk them out further.

AVAILABLE FLAVOURS

- Chicken & creamed spinach
- Beef & veg
- Sweet & sour chicken
- Chicken with tarragon
- Mexican chicken
- Chicken ratatouille



Beef & Veg



Chicken Ratatouille



Chicken Tarragon



Mexican Chicken



Chicken & Spinach



Sweet & Sour Chicken

SNACKS

We all get told we need to cut out the snacking to lose weight. Not anymore! The delicious Shake That Weight range of snacks are NOT meal replacements, and can be eaten once a day on ALL of our diet plans – so if you feel a little peckish, you can treat yourself and keep those hunger pangs at bay.

The snacks are all low fat, low carb, and high protein, so you can have a tasty daily snack completely guilt free while still working towards your weight loss goals.

AVAILABLE SNACKS

- Salt & vinegar diet protein crisps
- Barbecue diet protein crisps
- Crispy Choco protein wafer
- Velvety vanilla protein wafer
- Smokey cheese & ham protein wafer
- Barbecue Zippers
- Sour cream & cheddar Zippers



Shake That Weight

Choose a plan that suits your lifestyle

HOW DOES IT WORK?

Losing weight is easy - in theory! By burning more calories than we consume, our bodies will start to burn fat, and that's when we lose weight.

Shake That Weight products are designed to increase your protein intake and limit the amount and type of carbohydrates you consume. If we eat too many carbohydrates, our body quickly converts the excess to fat and we put on weight.

The digestion of protein requires more energy and therefore burns more calories (known as the thermic effect), so by increasing the amount of protein we eat, and generally eating healthier, we can burn fat and lose weight.

Shake That Weight Very Low Calorie products are used to replace meals to help you regulate your diet and achieve your target weight loss. The number of products you use will vary on your personal circumstances and chosen diet plan.

A typical day may consist of 3 products (Men may want to use 4), a healthy snack such as fresh fruit and then a healthy meal of your choice, usually in the evening.

Man With Meal

The Man With Meal VLC diet is our most popular plan, and the one we'd recommend, as it allows you to still eat a normal healthy meal in the evening. Most dieters find this plan the easiest to stick to.

HOW TO FOLLOW THIS DIET

Calorie intake

The suggested daily calorie intake for a man on this diet plan is 1,000 calories. However, if your BMI is over 40, then you can consume 1,200 calories.

To reach this daily calorie goal, most dieters will consume:

3 products & healthy 600kcal meal

BMI over 40? Have 4 products a day plus the meal.

Example day

	Day 1	Day 2	Day 3
Breakfast	Chocolate Porridge	Strawberry Passion Shake	Marvellous Muesli Bar
Lunchtime	Gorgeous Gingerbread	Cheeky Chicken Curry Noodles	Creamy Chicken Soup
Mid afternoon	Milk Choc Joy Bar	Vegetable Medley Soup	Blazing Beef Chilli Noodles
Evening: Self prepared 600 kcal meal			

As long as you consume all required meals evenly spaced out, it does not matter what order you have them in

These are only a guide – feel free to come up with your own plans. Just remember to keep an eye on your daily calorie intake.

Healthy evening meal

The great thing about this diet plan is that it allows you to have a normal healthy evening meal. This meal should be low in fat and carbs, and high in protein. You are aiming for 600 calories, less than 55g of carbs, a portion of protein with lots of vegetables. No white potatoes, white bread or white pasta.

Turn to page 23 for more advice on what to have for your healthy evening meal.

Keep hydrated

Just as important as eating the right foods, it's essential that you stay hydrated. Drinking water actually helps you lose weight, naturally suppressing your appetite and helping speed up the body's metabolism to burn fat. It also helps you to feel more energetic and alert.

It is recommended that men drink **2.5 litres of water** a day.

Snacking

If you love a snack - you're allowed 1 Shake That Weight high-protein, low-carb snack daily. On top of your meal products, don't be concerned with the extra calories.

More information can be found at shakethatweight.co.uk



Shake That Weight

3 products a day
and a healthy meal

How long should I follow the diet?

You should follow the Man With Meal Plan for a maximum of 12 weeks. If you want to carry the diet on, speak to your doctor to find out when to start again. A break of 1-2 weeks is usually advised, during which you should eat normally or follow our maintenance plan, but you should speak to a doctor for advice specific to your personal requirements.

If you find that you meet your weight loss goals early, then move onto the maintenance plan to ensure a successful transition to normal eating.

Health Considerations

Bear in mind that when starting a VLC diet plan, you may notice a few slight side effects. These could include headaches, nausea, lethargy, and sweet smelling breath. However, these should ease after a short time.

Constipation can prevent you from losing weight even if you follow the plan, so if you suffer from constipation at any point, we'd recommend taking a fibre supplement to up your intake by around 8-10g of fibre per day. Our water flavouring also contain added fibre – and they taste great

Woman With Meal

The Woman With Meal VLC diet is our most popular plan, and the one we'd recommend, as it allows you to still eat a normal healthy meal in the evening. Most dieters find this plan the easiest to stick to.

Calorie intake

The suggested daily calorie intake for a woman on this diet plan is 800 calories. However, if your BMI is over 40, then you can consume 1,000 calories.

The suggested daily calorie intake for a man on this diet plan is 1,000 calories. However, if your BMI is over 40, then you can consume 1,200 calories.

To reach this daily calorie goal, most dieters will consume:

3 products & healthy 400kcal meal

BMI over 40? Have 4 products a day plus the meal.

Example day

	Day 1	Day 2	Day 3
Breakfast	Chocolate Porridge	Strawberry Passion Shake	Milk Choc Joy Bar
Lunchtime	Gorgeous Gingerbread	Cheeky Chicken Curry Noodles	Vegetable Medley Soup
Mid afternoon	Marvellous Muesli Bar	Creamy Chicken Soup	Blazing Beef Chilli Noodles
Evening: Self prepared 400 kcal meal			

As long as you consume all required meals evenly spaced out, it does not matter what order you have them in

These are only a guide – feel free to come up with your own plans. Just remember to keep an eye on your daily calorie intake.

Healthy evening meal

The great thing about this diet plan is that it allows you to have a normal healthy evening meal. This meal should be low in fat and carbs, and high in protein.

Turn to page 23 for more advice on what to have for your healthy evening meal.

Keep hydrated

Just as important as eating the right foods, it's essential that you stay hydrated. Drinking water actually helps you lose weight, naturally suppressing your appetite and helping speed up the body's metabolism to burn fat. It also helps you to feel more energetic and alert.

It is recommended that women drink **2 litres of water** a day.

Snacking

If you love a snack - you're allowed 1 Shake That Weight high-protein, low-carb snack daily. On top of your meal products, don't be concerned with the extra calories.

More information can be found at shakethatweight.co.uk



Shake That Weight

3 products a day and
a healthy meal

How long should I follow the diet?

You should follow the Woman With Meal Plan for a maximum of 12 weeks. If you want to carry the diet on, speak to your doctor to find out when to start again. A break of 1-2 weeks is usually advised, during which you should eat normally or follow our maintenance plan, but you should speak to a doctor for advice specific to your personal requirements.

If you find that you meet your weight loss goals early, then move onto the maintenance plan to ensure a successful transition to normal eating.

Health Considerations

Bear in mind that when starting a VLC diet plan, you may notice a few slight side effects. These could include headaches, nausea, lethargy, and sweet smelling breath. However, these should ease after a short time.

Constipation can prevent you from losing weight even if you follow the plan, so if you suffer from constipation at any point, we'd recommend taking a fibre supplement to up your intake by around 8-10g of fibre per day. Our water flavouring also contain added fibre – and they taste great!

Man Plan

We understand that men have different calorific requirements than women, so we're not going to try and tell you to follow the same plan as women – we've designed it to fit in with your busy life, and to squash those epic hunger requirements by allowing 5 delicious meal replacement products a day! The Shake That Weight Man Plan is designed for men who find it difficult to plan out or access healthy food on the go.

MAN - HOW TO FOLLOW THIS DIET

5 products a day

The good news is that, unlike women, you can have 5 Shake That Weight meal products, so it's even easier to keep hunger at bay.

You can choose from any products, including shakes, soups, noodles, bars, and more.

Keep hydrated

Just as important as eating the right foods, it's essential that you stay hydrated. Drinking water actually helps you lose weight, naturally suppressing your appetite and helping speed up the body's metabolism to burn fat. It also helps you to feel more energetic and alert. It's recommended that men drink **2.5 litres of water** per day. Check out our low-calorie, low-sugar, high-fibre water flavourings to help you reach your daily water intake.

Example day

Here's what you could have on a typical Man Plan day – but in the end, it's up to you!

	Day 1	Day 2	Day 3
Breakfast	Chocolate Porridge	Strawberry Passion Shake	Marvellous Muesli Bar
Mid morning	Honey Nougat Harmony Bar	Chocolate Heaven shake	Vanilla Vibe Shake
Lunchtime	Gorgeous Gingerbread Shake	Cheeky Chicken Curry Noodles	Creamy Chicken Soup
Mid afternoon	Milk Choc Joy Bar	Vegetable Medley Soup	Blazing Beef Chilli Noodles
Evening	Chicken & creamed spinach	Sweet & Sour chicken protein meal	Simply chicken & veg protein meal

BMI over 40? Then have an extra product per day

Snacks

Feeling peckish? Keep hunger at bay with one of our low carb, high protein snacks on top of your meal products. Don't be concerned with the extra calories. e.g Our wafers, crisps and zippers.

NOTE: If you feel that you'd like a self-prepared meal one day, then simply observe the guidelines for our Man Plan with a Meal on page 12.



Shake That Weight

5 products a day

How does the Man Plan work?

As the Man Plan is a Total Food Replacement Diet, you will eat no food other than Shake That Weight meal replacement products. But don't worry – they are perfectly formulated to provide high levels of protein, low carbs, and plenty of other vital nutrients and minerals.

However, as a TFR diet is likely a big change in your eating habits, you shouldn't start a TFR diet without first consulting a doctor.

The National Institute for Health and Care Excellence recommends that you shouldn't have fewer than 600 calories per day unless otherwise advised by a doctor. However for Men we recommend this is 800 calories per day. Have the minimum number of calories, even if you aren't hungry, to ensure you lose weight in a controlled manner.

TIP: If you find you need to consume more calories, try having a shake or porridge with skimmed milk rather than water.

Exercise

We all know that regular exercise is important when it comes to losing weight, but when you're following a TFRD, you should only undertake light exercise, such as walking, cycling or swimming.

How long should I follow the diet?

You should follow the Man Plan for a maximum of 12 weeks. If you want to carry the diet on, speak to your doctor to find out when to start again. A break of 1-2 weeks is usually advised, during which you should eat normally or follow our maintenance plan, but you should speak to a doctor for advice specific to your personal requirements.

Keep an eye on your BMI – if it drops below 30, move onto the Man With Meal (VLCD) plan. If you find that you meet your weight loss goals early, then move onto the maintenance plan to ensure a successful transition to normal eating.

Health considerations

We'd be irresponsible and wouldn't be doing our job if we didn't bring up some of the health considerations that can arise from a TFRD.

You may experience headaches, nausea, lethargy, sweet smelling breath, menstrual irregularities, and constipation, although these side effects should ease after a short time.

Constipation can prevent you from losing weight even if you follow the plan, so if you suffer from constipation at any point, we'd recommend taking a fibre supplement to up your intake by around 8-10g of fibre per day. Our water flavouring also contain added fibre.

Woman Plan

The Shake That Weight Woman Plan is designed for women who find it difficult to plan out or access healthy food on the go. We've designed it to fit in with your busy life, and to squash those epic hunger requirements by allowing 4 delicious meal replacement products a day!

They're delicious, packed full of vitamins, nutrients and minerals, and will help keep you fuller for longer.

WOMAN – HOW TO FOLLOW THIS DIET

4 products a day

You can have 4 sumptuous Shake That Weight meal products a day, all of which have been specially formulated to keep you full and provide you with all the good stuff your body needs.

You can choose from any of our products, including shakes, soups, noodles, bars, and more.

Keep hydrated

Just as important as eating the right foods, it's essential that you stay hydrated. Drinking water actually helps you lose weight, naturally suppressing your appetite and helping speed up the body's metabolism to burn fat. It also helps you to feel more energetic and alert.

It's recommended that women drink **2 litres of water per day**.

Check out our low-calorie, low-sugar, high-fibre water flavourings to help you reach your daily water intake.

Example day

Here's what you could have on a typical Woman Plan day – but in the end, it's up to you!

	Day 1	Day 2	Day 3
Breakfast	Chocolate Porridge	Strawberry Passion Shake	Marvellous Muesli Bar
Lunchtime	Gorgeous Gingerbread Shake	Cheeky Chicken Curry Noodles	Creamy Chicken Soup
Mid afternoon	Milk Choc Joy Bar	Vegetable Medley Soup	Blazing Beef Chilli Noodles
Evening	Chicken & creamed spinach	Sweet & Sour chicken protein meal	Simply chicken & veg protein meal

BMI over 40? Then have an extra product per day

Snacks

Don't worry if you love a snack – you're allowed 1 Shake That Weight high-protein, low-carb snack daily on top of your 4 meal products. e.g Our wafers, crisps and zippers.

NOTE: If you feel that you'd like a self-prepared meal one day, then simply observe the guidelines for our Woman with a Meal plan on page 14.



Shake That Weight

Any 4

Shake That Weight
meal products a day

How does the Woman Plan work?

As the Woman Plan is a Total Food Replacement Diet, you will eat no food other than Shake That Weight meal replacement products. But don't worry – they are perfectly formulated to provide high levels of protein, low carbs, and plenty of other vital nutrients and minerals.

However, as a TFR diet is likely a big change in your eating habits, you shouldn't start a TFR diet without first consulting a doctor.

The National Institute for Health and Care Excellence recommends that you shouldn't have fewer than 600 calories per day unless otherwise advised by a doctor. You should always make sure you have the minimum number of calories, even if you aren't hungry, to ensure you lose weight in a controlled manner.

TIP: If you find you need to consume more calories, try having a shake or porridge with skimmed milk rather than water.

Exercise

We all know that regular exercise is important when it comes to losing weight, but when you're following a TFRD, you should only undertake light exercise, such as walking, cycling or swimming.

How long should I follow the diet?

You should follow the Woman Plan for a maximum of 12 weeks. If you want to carry the diet on, speak to your doctor to find out when to start again. A break of 1-2 weeks is usually advised, during which you should eat normally or follow our maintenance plan, but you should speak to a doctor for advice specific to your personal requirements.

Keep an eye on your BMI – if it drops below 30, move onto the Woman With Meal (VLCD) plan. If you find that you meet your weight loss goals early, then move onto the maintenance plan to ensure a successful transition to normal eating.

Health considerations

We'd be irresponsible and wouldn't be doing our job if we didn't bring up some of the health considerations that can arise from a TFRD.

You may experience headaches, nausea, lethargy, sweet smelling breath, menstrual irregularities, and constipation, although these side effects should ease after a short time.

Constipation can prevent you from losing weight even if you follow the plan, so if you suffer from constipation at any point, we'd recommend taking a fibre supplement to up your intake by around 8-10g of fibre per day. Our water flavouring also contain added fibre – and they taste great!

Strict Keto

Ketogenic diets are very-low-carbohydrate diets that maximise your body's fat burning potential. They are based on achieving a state of ketosis, a condition in which the body runs out of carbohydrates to burn and starts to burn fat for energy instead, producing compounds called ketones in the process.

NOTE: Strict Keto Plan should only be used under medical supervision as you will require regular health checks. Your doctor will advise you as to how long you can use a ketogenic diet.

WHAT IS THE DIFFERENCE BETWEEN THIS AND OTHER PLANS?

All Shake That Weight diet plans can result in ketosis and offer similar amounts of weight loss to this plan. The difference between this and our other plans is this is less about calorie counting, and more about limiting the total number of carbs you consume a day. It also has more limitations on which meal products you can have and things you can drink than the other plans.

MAN - HOW TO FOLLOW THE STRICT KETO DIET

The focus on a keto plan is to keep your carbs low and the calorie intake is not as important.

Maximum carbohydrates limit daily: **75g**

Minimum calorie allowance daily: **800 calories**

Most male dieters will consume **5 Shake That Weight products or 4 Shake That Weight products & 1 x 200 low carb Shake That Weight snack** per day.

It is recommended that men drink **2.5 litres of water a day** (max 800ml/hour)

All Shake That Weight products are suitable for a ketogenic diet, but you must keep an eye on the amount of carbs you're consuming. The easiest way to follow the diet is to **just consume shakes** as they are lowest in carbs. However, you could have one or more of the other higher carb products a day (e.g bars/noodles) – again, just keep track of the carbs.

NOTE: If you are having just shakes, or any of our other products below 150 cals, you must mix one shake or porridge with low carb milk and lactose free milk (eg. Unsweetened almond milk or soya milk) daily. This will ensure you meet the minimum calorie intake.

Our ready meals are also perfect on the ketogenic diet, as on average they contain lower than 10g of carbs, and are slightly higher in calories, having one a day would negate the need to mix one product with milk.





EXAMPLE MALE DAY

Morning	Mid-Morning	Lunch	Mid Afternoon	Evening
Chocolate Heaven shake (mixed with water)	Shake That Weight low carb Chocolate wafer	Strawberry Passion shake (mixed with water)	Gorgeous Gingerbread shake (mixed with water)	Beef Medallion ready meal
Drink 500ml water / STW water flavouring	Drink 500ml water / STW water flavouring	Drink 500ml water / STW water flavouring	Drink 500ml water / STW water flavouring	Drink 500ml water / STW water flavouring

CAN I HAVE A SELF-PREPARED MEAL?

Yes you can! Just swap out one Shake That Weight product, and aim for a meal of between 200-400 calories, and less than 20g of carbs. Follow the guidance in the Man With Meal plan on page 12, but you must only consume ketogenic-friendly foods. Please see “**Foods to avoid on the Strict Keto plan**” section.

WOMAN - HOW TO FOLLOW THE STRICT KETO DIET

The focus on a keto plan is to keep your carbs low and the calorie intake is not as important.

Maximum carbohydrates limit: **60g**

Minimum calorie allowance: **600 calories**

Most dieters will consume **4 Shake That Weight products per day**. No snacking unfortunately!

It is recommended that women drink **2 litres of water a day** (max 800ml/hour)

All Shake That Weight products are suitable for a ketogenic diet, but you must keep an eye on the amount of carbs you're consuming. The easiest way to follow the diet is to just consume shakes as they are lowest in carbs. However, you could have one or more of the other higher carb products a day (e.g bars/noodles) – again, just keep track of the carbs.

NOTE: If you are having just shakes, or any of our other products below 150 cals, you must mix one shake or porridge with low carb milk & lactose free milk (eg. Unsweetened almond milk or soya milk) daily. This will ensure you meet the minimum calorie intake.

Our ready meals are also perfect on the ketogenic diet, as on average they contain lower than 10g of carbs, and are slightly higher in calories, having one a day would negate the need to mix one product with milk

EXAMPLE FEMALE DAY

Morning	Lunch	Mid Afternoon	Evening
Chocolate Heaven shake (mixed with water)	Strawberry Passion shake (mixed with water)	Gorgeous Gingerbread shake (mixed with water)	Beef Medallion ready meal
Drink 500ml water / STW water flavouring	Drink 500ml water / STW water flavouring	Drink 500ml water / STW water flavouring	Drink 500ml water / STW water flavouring

CAN I HAVE A SELF-PREPARED MEAL?

Yes you can! Just swap out one Shake That Weight product, and aim for a meal of between 200-400 calories, and less than 20g of carbs. Follow the guidance in the Woman With Meal plan on page 14, but you must only consume ketogenic-friendly foods. Please see “**Food to avoid**” section.

Keep Hydrated

Just as important as eating the right foods, it's essential that you stay hydrated, especially so on a ketogenic diet. When consuming ordinary foods these would contain water and as you are eliminating these from your diet you will also need to replace this water.

Drinking water also naturally suppresses your appetite, helping speed up the body's metabolism to burn fat, as well as helping you feel more energetic and alert.

WHAT CAN YOU DRINK ON THE STRICT KETO PLAN?

Knowing what you can and can't drink on a ketogenic diet can be a little complicated, and if you drink the wrong thing, it can knock you out of ketosis. Here's what you need to know:

- The most important and best form of hydration is water. This can be still, sparkling, soda water (not tonic) and no flavoured waters or diet drinks.
- Tea is allowed (decaffeinated is best) but do not use any milk because it contains lactose, which is a sugar. Unsweetened soya milk is allowed. Tea must be leaf tea only, while fruit and berry teas are not allowed. Sweeteners are ok as long as they are in tablet form, not granulated, as these types contain carbs.
- Coffee is also permitted under the same guidelines as drinking tea, but we recommend limiting your coffee intake to one cup per day, as your kidneys will already be under stress from ketones.
- Any sweet or flavoured beverages are not allowed, as these contain empty calories. They also contain citric acid, which will knock you out of ketosis.
- Try the Shake That Weight water flavourings instead as they are high in fibre and contain no citric acid.
- Alcohol is not allowed whilst you are losing weight. Alcohol is very calorific, is made of sugar and you are more likely to fail your plan when you consume alcohol. Also, the alcohol would get into your bloodstream a lot quicker than usual.

Foods to Avoid

- Even though it's healthy, all fruit should be avoided on a ketogenic diet, due to the amount of sugar it contains.
- Vegetables are generally low in carbs and full of fibre, although you should avoid vegetables with high sugar content, such as root vegetables, sweetcorn, peas, peppers, and onions.
- You should also avoid other foods that contain carbs and sugars, including bread, rice, pasta, grains, oats, cereal, and, unfortunately, alcohol – sorry!



Health Considerations

There are some possible side effects of a ketogenic diet, although these should disappear relatively quickly. You may experience headaches, nausea and lethargy in the first few days when your body will be switching your metabolism. Your body might also try and get rid of the ketones through your lungs, which can give your breath a sweet, fruity smell that is sometimes mistaken for alcohol.

You should drink plenty of water in order to flush the toxins released from the fat stores, and don't do too much physical activity at the beginning of your diet.

How long should you follow the diet for?

Your doctor will advise you how long you should follow this diet plan for, but you should do so for a maximum of 12 weeks.

If you find that you meet your weight loss goals early, then move onto the maintenance plan to ensure a successful transition to normal eating.

Tip: Although using ketone urine sticks to measure ketone release can be helpful, please be aware that these are not always 100% accurate as ketones can be released from lungs through the breath and through pores as perspiration.



MAINTENANCE PLAN (TO PROGRESS FROM THE DIET PLANS)

Follow this diet plan when you have reached your weight loss goals and need to make the progression back to eating regular meals again. Moving from a VLCD or TFRD onto an ordinary food-based maintenance plan has to be done over a period of weeks, even months, to allow the body an adaptation period. Doing this too fast is the biggest mistake people make!

This is best done in two stages lasting a minimum of 3-4 weeks each.

STAGE ONE

- a) 2 Shake That Weight shakes per day (one for 1 meal and 1 as a snack between meals).
- b) 2 ordinary meals (e.g lunch and dinner) made up of complex carbohydrates, lean protein & vegetables.
- c) Have a snack at mid morning (e.g. fruit, nuts, yoghurt) and a shake at mid afternoon.

STAGE TWO

- a) 3 ordinary meals per day made up of complex carbohydrates, lean protein and vegetables.
- b) 1 Shake that Weight shake for between meals, for example mid-afternoon if that is when you are hungriest.
- c) Any healthy snack such as fruit or nuts mid morning.

During both stages it may be worth keeping a food diary just to keep an eye on any dietary changes that lead to sudden weight gain. After two months you should be in a good routine of eating regularly, eating the right type of foods and also keeping your weight stable!

WHAT CAN I HAVE FOR MY DAILY MEAL?

There are literally thousands of recipes in cook books or on the internet, but if you're stuck for ideas, a meal with plenty of vegetables or salad and a portion of lean, high-protein meat such as chicken or fish (roughly the size and thickness of the palm of your hand) is a good place to start.

Remember to choose vegetables that are low in sugars. And watch those carbs!

Steaming, baking or grilling is better than frying. If you must fry then use a good quality oil, preferably a low-calorie oil spray to reduce the amount you use.

Why not check out our healthy eating recipes: shakethatweight.co.uk/recipes

Important: Be sure to check what you choose meets the calorie allowance and guidelines below. If a recipe is low in calories, see if you can increase the portion size slightly and keep within calorie and carb limits.

SOURCES OF PROTEIN - PORTION SIZE GUIDANCE

120g lean beef, lamb, pork or veal (mince is OK if using low fat brands)

150g chicken or turkey breast, steamed, grilled or oven baked on a trivet

200g fresh fish (also a good source of Omega 3)

200g tinned fish such as salmon or tuna, not in oil

Eggs (2 per serving), not fried

200g tofu or soya products, 200g low fat cottage cheese or 120g of ricotta cheese

VEGETABLES

Vegetables should be a key part of your meal as they provide essential vitamins and minerals in their most natural form whilst adding minimal calories and a host of health giving benefits.

TIP: Root vegetables contain more carbs in the form of sugar, so keep to a minimum and include more green vegetables.

Suggested vegetables include broccoli, spinach, cabbage, kale, courgettes, peas, leeks, cauliflower, mushrooms and peppers.

TIP: Why not try a stir-fry with a selection of vegetables and a portion of lean protein. Use a light oil spray and experiment with different spices and seasonings. If using a prepared sauce, check the label and try and use low cal/fat/sugar varieties.

FRUIT AS A SNACK

If you feel the need for a snack then choose fruits with skin as this adds fibre to your diet and keeps you feeling fuller for longer. For example, 1 medium size pear or apple, or 2 small fruits such as peaches, mandarins, nectarines, plums or kiwis, or 150g of berries.

Remember that some fruits are very high in sugar so be careful how much you eat.

NOTE: If you are on a ketogenic diet plan, you should not have anything that is high in carbs. Your healthy meal should consist of a portion of protein and some low-carb vegetables (remember some veg is high in sugar), whilst you should also not eat any fruit.

For more information on maintenance plans, visit: shakethatweight.co.uk



WHY IS DRINKING WATER IMPORTANT?

Aside from keeping you hydrated, drinking water can actually help you lose weight. Water suppresses the appetite naturally and helps the body speed up its metabolism, helping it to burn fat.

It also helps the body to digest food and eliminate toxins released during weight loss, can prevent constipation, daytime tiredness and headaches. Drinking water will also help you feel more alert and energetic.

Research has shown that drinking less water will cause fat deposits to increase, whilst drinking more water can actually reduce the amount of fat. This is because the kidneys need water to work properly, and if they're not getting that water then the liver jumps in to help. One of the liver's main jobs is to metabolise stored fat into energy, but if it's having to help the kidneys then it can't do this job and so the fat stores remain in the body.

HOW MUCH WATER SHOULD YOU DRINK?

The amount of water you need differs from person to person, but as a rough guide women should aim to drink at least 2 litres per day whilst men should aim for slightly higher at 2.5 litres per day.

You will need to increase your water intake if you're doing exercise or it's a hot, dry day. A rough guide would be to drink another 350ml (1½ glasses) of water per 30 mins of non-strenuous exercise.

All liquids count but water is the healthiest as it contains no calories or sugars. Tea (herbal varieties in particular) is also acceptable as long as you limit milk and sugar content. Sugar free cordials in small measures can also be used or sparkling water with a slice of lemon or lime for flavour.

Important: Drink fluids little and often throughout the day. Drinking too much water in a short period of time is dangerous. 800ml is the maximum you should drink per hour. Listen to your body and consume at a sensible rate.

TIPS:

Keep track by using a water bottle. If you know that you have to consume 2 litres a day, then get a 1 litre container full and set yourself the target of drinking it all by midday.

Drink a glass as you wake up/go to bed by keeping one by your bed. This is 230/460ml off your daily allowance straight away.

Drink a glass of water with every meal. If you have 3 meals a day then that is 690ml off your intake.

Flavour your water to avoid boredom. Try adding fruits and herbs such as cucumber, basil, mint, ginger, orange, strawberries, lemons or limes. Use carbonated water for a fizzy alternative. Be creative and come up with your own infusions. Or use our low sugar water flavourings with added fibre.



WHY EXERCISE?

Simply put, the more you exercise, the more calories you burn and the more weight you lose.*

Any kind of exercise is beneficial, but aerobic exercise is most beneficial - that is exercise that gets your heart pumping faster, (to a maximum of 60% to 70% of your maximum heart rate) such as running, cycling, swimming. Be sensible and listen to your body.

Doing non-aerobic exercise, such as lifting weights, will help build up muscle. However, muscle is heavier than fat, so if you're looking to lose weight, aerobic exercise is much more beneficial.

You should try and make sure that you exercise for at least 20-30 minutes at a time to ensure your body has time to start burning calories.

If your chosen exercise takes you under the recommended daily calorie allowance then you should substitute this in your diet usually by taking another Shake That Weight product or by increasing your evening meal intake.

TIP: Remember it's important to drink more water before, during and after exercise to replace fluids lost through sweat.

NOTE: Do not undertake any strenuous exercise routine without consulting a doctor.

YOUR BMI & HOW IT AFFECTS YOUR DIET PLAN

Your BMI (Body Mass Index) is a measure of body fat based on height and weight, and can affect how your diet plan works.

TO WORK OUT YOUR BMI:

- Divide your weight in kilograms by your height in metres
- Divide the answer by your height again – this is your BMI

Calorie Intake should be increased (with an additional shake/meal) for people with a BMI of 40 and over for both men and women. Men with a BMI of 30-40 may also benefit from an extra STW product if struggling with hunger but it should not be necessary for women at that BMI range.

For those with a starting BMI of 30 or under should only undertake a TFRD for a few weeks before moving onto a VLCD.

* **Strenuous exercise is not recommended on the Total Food Replacement Diet.**

STAYING ON THE DIET PLAN

Diet plans aren't easy. They require a tremendous amount of willpower and dedication, particularly when trying to maintain an active and social lifestyle.

EATING OUT

Everyone enjoys a meal out from time to time, and that doesn't have to stop just because you're on a diet.

As long as you're not on a TFRD, you can quite easily eat at a restaurant as long as you watch what and how much you eat. If you are on our Man/Woman plan (TFRD) simply follow the guidelines for our Man/Woman with meal plan (VLCD diet) for the evening.

Choose foods that are high in protein and low in carbs, such as chicken or fish, and try and choose meals that you know have been baked or grilled rather than fried. Again, eating plenty of green vegetables is key to keeping calories down.

Ask to have any sauces replaced with low-calorie varieties if they have them, or ask to have them removed entirely.

Resist the urge to have a glass of alcohol and choose water instead!

EATING AT WORK

It's easy to take Shake That Weight products to work with you, so you can easily stay on track. Explain to your colleagues that you're on the diet plan and get them to help you resist the urge to snack.

If you're travelling or working outdoors, try our meal replacement bars, or low carb/high protein snacks.

Remember to keep hydrated by drinking plenty of water throughout the day.

WHAT IF I SLIP UP?

Everyone slips up on their diet plan every now and again so don't beat yourself up about it! If you do have a bad day then don't worry; just try and get back on the plan as soon as possible. If you're really worried, then you can always do a little extra exercise. Don't try and adjust your calorie intake away from the diet plan to compensate.



HELPFUL TIPS

Set realistic goals so that you have something to aim for. When you reach these goals it will give you confidence and spur you on to set further goals.

Fail to plan = Planning to fail. Not being organised leads to hunger which leads to bad decisions. Try to organise your lunches and dinners for the week in advance.

Good lean sources of protein are key for feeling full and providing energy. Try to include some vegetable proteins in your diet such as beans, lentils and pulses

It's all about complex, slow releasing carbohydrate options. Choose complex carbohydrates like brown pasta, brown rice, wholemeal options to keep your blood sugar regulated

Exercise is very important. Remember no-one's diet is perfect all the time so exercise will balance out any extra calories. No exercise = no treats, so get moving! Keep to non-strenuous activities whilst following the diet plan.

Clear the wardrobe of clothes that no longer fit you – they are just a reminder of where you have come from and are too easy to go back to.

Food diary. If you found keeping a food diary while coming off the diet helped, continue to do so – it could be beneficial in identifying hungry times or problem areas.

Don't have bread with evening meals. Have vegetables instead! Bread contains a lot of extra carbs, which is just what we're trying to cut out.

Make your own bottled sauces for stir-fries from natural ingredients like chilli, garlic, ginger, herbs, soy sauce, etc, as most store bought sauces are high in sugar.

Substitute white potatoes/mash for sweet potatoes or new potatoes that have a lower G.I value. Better still, reduce the amount of carbs by choosing cauliflower or more green vegetables.

Substitute sauces and condiments for low carb options such as soy sauce, Worcestershire sauce, low fat salad dressings, balsamic vinegar, lemon juice and tomato puree.

Most herbs and spices are fine in normal quantities for cooking, so feel free to use things like garlic, ginger, chilli, cinnamon, pepper, paprika, etc. Be careful with the amount of salt you use, however.

Artificial sweeteners in tea and coffee are much better than sugar if you need to add some sweetness.

Olive oil provides the mono-unsaturated fat linked with health benefits, but to get the highest levels of the protective compounds, choose virgin or extra virgin oil, the least processed form.

FREQUENTLY ASKED QUESTIONS

Why are Shake That Weight so much cheaper than other shakes available?

We have negotiated excellent prices with our manufacturer and have requested simple sachets with no fancy outer (throw away) packaging to keep production costs low as we believe you should only pay for the quality product content. We keep our overheads to a minimum and we can pass these savings on to you!

Is the quality of Shake That Weight really as good as other shakes available at a higher price?

Absolutely! They are manufactured for us and conform to all the current UK and EU guidelines for VLCD. Take a look at our ingredient and nutritional content tables, and note that they contain no mono-sodium glutamate and definitely no genetically modified ingredients!

What is a very low calorie diet (VLCD) product?

Meal replacements that provide minimum calories - typically 800 cals per day and include essential nutrients to maintain good health.

I have medical issues. Is it ok for me to use a very low calorie diet?

You must always seek medical advice before starting on any diet plan to ensure that it is suitable for your personal circumstances.

I am starving, what can I do?

The diet and products are designed to reduce hunger pangs. However some individuals may experience an increased hunger level in the first few days as your body adjusts to your new calorie intake. This will pass. If you are over a BMI of 40 or really struggling then you could have an extra Shake That Weight product a day.

How many calories should I have each day?

The recommendation for a VLCD is absolutely no lower than a total of 600 calories per day. You can choose how many calories to consume to suit your personal needs but typically a VLCD would be 800-1000 daily calories. People with a BMI over 40 should consider 1000-1200 calories until you come under that rating.

How much weight will I lose?

No one can make definitive claims about this as each individual loses weight at different rates. It is also against NICE guidelines to make specific weight loss claims. Weight loss depends on issues such as lifestyle, personal metabolism, how much extra weight you are carrying before you begin the diet, etc. However VLCD are proved to promote fast weight loss and produce very satisfactory results quite quickly.

How long should I stay on the diet?

This is entirely up to you, but the simple answer is set yourself an achievable weight loss target and stay on the diet until this is reached up to a maximum of 12 weeks. After the 12th week a break of at least a week of healthy normal eating is recommended. However, if you are using Shake That Weight as a total food replacement diet (TFRD) or Ketogenic Diet please be guided by your doctor's recommendations.

How long will it be before I start losing weight?

This is difficult to answer as everyone loses weight at different rates, regardless of what plan they're on. However, if you stick to the plan and ensure you exercise a few times a week then you could start noticing weight loss within a couple of weeks, if not sooner!

Will I put weight on again when I stop the plan?

It is natural that you will see some weight gain once you start introducing more carbohydrates into your diet. However, if you follow our Maintenance Plan then weight gain should be minimal and you should find it easier to adapt to no longer being on the diet plan.

Can I drink alcohol whilst using a Very Low Calorie diet?

We don't recommend that you consume alcohol as these are "empty calories" - calories that provide no nutritional benefit. However, the occasional drink can be enjoyed in moderation, although please be aware that the alcohol will get into your bloodstream quicker as you are consuming fewer calories on a VLCD.

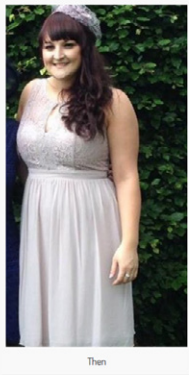
Success Stories

Here are some of the great things Shake That Weight customers have been saying on our website.

Read the full stories at www.shakethatweight.co.uk/success-stories

Jess Whyte

"I lost 4 stone within 7-8 months, I now feel like I can do anything"



"I started Shake That Weight after a family bereavement, when my weight spiralled out of control. I knew I had gained a lot of weight but I just couldn't admit to myself how much.

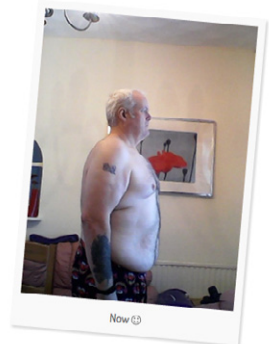
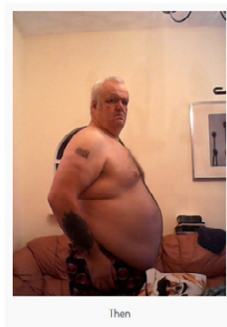
I lost 4 stone within 7-8 months and now I feel like I can do anything. Shake That Weight helped me start my new lifestyle and for that I am eternally grateful."

Mike Sarl

"I can now climb the stairs without being breathless, I have so much more self confidence"

"I have always struggled with weight issues even as a child but my family always said I was just big boned! I have tried various diets in the past but never had any success.

Life is so much better thanks to STW and I would have no hesitation in recommending them to anyone. It is by far the best and most cost-effective weight loss program I have been on."



Get support from others on the same journey at:
www.facebook.com/groups/shakethatweight/



shakethatweight.co.uk

IMPORTANT INFORMATION

Any VLCD (under 800 calories) should be used for a maximum period of 12 weeks. If you have any medical conditions, eating disorders or are taking any medication you must consult your doctor before starting the program. Shake That Weight products are not suitable for people of poor health, with any medical conditions (without consulting a doctor), pregnant or breastfeeding women or children under 16.